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Dated: February 20, 2003 Signature: *Naomi Serbantez*

(Naomi Serbantez)

#11/B N
Lowman
2-28-03

Docket No.: HO-P02014US0
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Charles B. Forsythe, et al.

Application No.: 09/650,299

Group Art Unit: 2622

Filed: August 29, 2000

Examiner: Not Yet Assigned

For: METHOD AND SYSTEM FOR SELECTING
AND PURCHASING MEDIA ADVERTISING

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Dear Sir:

In response to the final Office action dated December 31, 2002, please consider the following remarks.

REMARKS

Claims 1-16 stand finally rejected. Favorable reconsideration and allowance of Claims 1-16 are respectfully requested in light of the following remarks.

Rejections Under 35 U.S.C. § 103(a)

The Examiner has rejected Claims 1-16 under 35 U.S.C. § 103(a) as being unpatentable over the Miller reference (U.S. Patent No. 6,338,043) in view of the disclosed art at page 3, line 31 – page 4, line 1 of the specification, specifically BuyMedia.com. The Examiner's rejection is respectfully traversed.

To establish a *prima facie* case of obviousness, all of the limitations recited in the subject claim must be taught or suggested in the prior art. *In re Royka*, 180 U.S.P.Q. 580 (C.C.P.A. 1974). With respect to the rejected claims in this case, it is respectfully submitted